

# Exploring the limits of the Personalized Implicit Association Test as a new measure of language attitudes

## A case study on regional varieties of Dutch in Belgium

There has been little methodological innovation in language attitude research since the 1960s (Speelman et al. 2013). In social psychology, on the contrary, a multitude of new experimental methods to measure implicit attitudes has been developed in the past two decades. Only recently have linguists begun to explore the potential of these social psychological measures for linguistic attitude research (Speelman et al. 2013 for affective priming; Redinger 2010, Pantos 2012, Campbell-Kibler 2012 for the Implicit Association Test). In our own research, we have adapted one such psychological method, the Personalized Implicit Association Test (P-IAT, Olson & Fazio 2004), to measure language attitudes (Authors 2015; Authors in prep). The P-IAT is a reaction time based method that measures the association between two binary concepts (e.g. variety a + variety b and I like + I don't like) using a series of categorization tasks. After successfully employing the P-IAT to measure attitudes towards standard Belgian Dutch and regional varieties of Dutch in Belgium in a pilot experiment (Authors 2015, Authors in prep), we set out to further explore the properties of this method. Firstly, we aimed to address the fact that attitudes in a P-IAT are measured completely void of any context. Hence, a version of the P-IAT was developed that allows to import situational context into the experiment. Secondly, to further assess the validity of the P-IAT as a measure of language attitudes, we tested whether the method was able to discriminate between attitudes towards mild and heavy regional accents (of Dutch).

In our paper, we will both present the results of the two experiments briefly outlined above, as well as provide an outlook on the potential and limitations of the P-IAT as a measure of language attitudes in comparison to the other social psychological attitude measures explored in linguistics so far and to the traditional methods used in language attitude research.

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